

# Healthcare Professional Engagement Solution

Life Sciences & Healthcare



Dwindling face-time with healthcare professionals (HCPs), and rising field marketing cost with print-based visual aids, travel time and so on are pushing drug manufacturers and life sciences companies to look at other marketing channels to enhance product reach and sales. Additionally, physicians are now shifting to online channels for medical content and also joining niche communities to discuss real-life medical cases with peers. With changing physicians' behavior, life sciences companies should also evaluate communication channels that physicians prefer.

Tata Consultancy Services' (TCS) Healthcare Professional Engagement Solution is a self-detailing solution that enables HCPs to learn about products and services, new drugs, devices, latest scientific information at their own convenience while facilitating direct interaction with life science companies. The cloud-based solution delivers rich, interactive, personalized and targeted content to healthcare professionals, based on their needs, and also closely presents application and content usage statistics to life sciences companies to help them understand HCP needs. The solution helps boost a companies' online presence, while ensuring consistent messaging across all marketing channels, thereby improving brand recognition, HCP engagement and revenue growth.

## Overview

Increasingly, HCPs are joining online communities, discussion forums, social channels and so on to connect with peers and researchers, and to stay on top of the latest treatments, drugs and clinical studies. The medical community is increasingly relying on digital content and self-detailing data available over mobile applications, social media and instant messaging apps. Further, pharmaceutical companies often receive inconsistent reports on HCP preferences from different sales drivers, hampering marketing initiatives and leading to sales leaks.

TCS' pay-per-use HCP Engagement Service helps life science companies connect effectively healthcare professionals leaders and meaningfully engage with them, while keeping overall sales cost low. The online solution also provides HCPs with a platform to interact with each other and share relevant information, thereby reducing their dependence on third-party social networks. The solution enables life sciences companies to view consistent information on HCP needs and preferences, helping them deliver highly personalized, scientific medical information. The solution can be integrated with enterprise systems like CRM, digital asset management systems, sales force automation (SFA) and patient engagement solutions, to improve overall organizational efficiency.

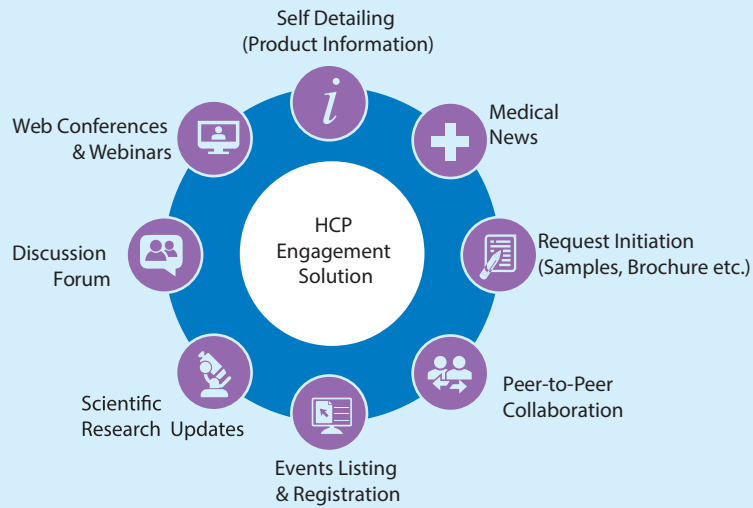
- **Event calendar:** Displays information on upcoming medical conferences and other related events, and simplifies the registration processes involved
- **Request management:** Effectively manages HCPs' requests for samples, research papers, webinar details, and journals
- **Discussion forum:** Facilitates collaboration between medical practitioners through an online discussion forum, in accordance with compliance and regulations, as mandated by regulators
- **HCP 360° view and analytics engine:** Presents a consistent view of HCPs' preferences and specific needs to drive effective marketing analytics
- **Targeted marketing:** Delivers customized content to HCPs, including drugs and devices detailing, latest research and innovation, upcoming campaigns, webinars, patient assistance programs and so on

## Our Solution

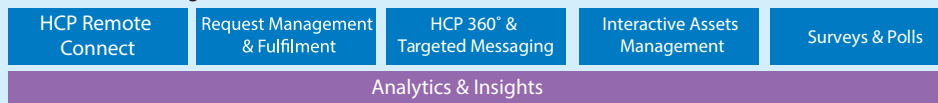
Key features of TCS' HCP Engagement Solution include

- **Self-learning and eDetailing features:** Includes a repository of interactive scientific medical information about drugs, procedures, diseases along with medical news, offline training programs and real-life cases
- **Content sharing and management:** Allows peer-to-peer (P2P) sharing of assets and lets users download content for offline access

For Healthcare Professionals:



For Sales & Marketing Team:



## Benefits

With TCS' HCP Engagement Solution, organizations can reap the following benefits:



**Enhance HCP engagement:** Establish long-term relationships with HCPs through constant and highly targeted communication. Maximize the benefits of detailing by leveraging offline and online channels. Deliver content in a quick and effective manner with notifications that can be pushed through the application.



**Increase revenue:** Help increase marketing reach by designing tailored marketing campaigns for HCPs



**Reduce Costs:** Avoid high costs linked to in-person meetings with doctors or other decision makers with our self-detailing feature for HCPs. The cloud-based solution with a pay-per-use pricing model also enables companies to streamline technology costs

## The TCS Advantage

With in-depth life sciences sales and marketing knowledge and expertise, TCS is uniquely positioned to deliver an integrated HCP engagement solution with following advantages:

- **Cost optimization:** Hosted on cloud infrastructure, our solution supports configurable requirements and services. It thereby enables anywhere, anytime information access with lower investment in technology infrastructure and reduced cost of maintenance.
- **Rapid deployment:** Leveraging TCS sales and marketing domain expertise and related solutions allows us to rapidly deploy the HCP engagement solution thereby reducing the time to market and cost for clients.

## Awards & Recognitions

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Visit the [Life Sciences & Healthcare](#) page on [tcs.com](#)  
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Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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